BLACKMAIL IS DENIED.

Program Advertising Discussed by One Experienced In It.

To the Editor of YALE ALUMNI WEEKLY:

Sir:—In an editorial of March 17, views are set forth which bear so heavily on college program advertising and so unjustly on those who have managed it that a word in defense ought to be uttered. At the same time the writer of this has too often expressed himself (along with others connected with college publications and athletic managers) in protest against the way this and other forms of college advertising have been overdone and in urging certain restrictions, to care to be taken as holding the contrary now. But the idea which the ALUMNI WEEKLY distinctly conveys to its readers that such advertising has been based on blackmail ought to be protested on the facts.

There is a certain amount of truth in the statement that much college advertising is given out of sentiment quite as much as from business purpose. So does college trade run in grooves, determined by sentiment quite as much as by business, and in many instances totally disregards the economic principle that people buy where they can purchase cheapest. The business men of every college town in the United States recognize this and give freely in return for the advantages the location of the college there produces. To this extent the programs indulge with all other publications in what resembles both blackmail and charity in that they do not appeal to business motives. That they go further and employ threats, actual or implied, of boycott or loss of trade may be stamped as absolutely false. The use of such means by the programs of the last three years, which have been run by college men, can be denied, out of actual knowledge of all save one. It would be *unlikely* that such a thing would happen without the college hearing *about* it. The result would be dis*aster to* the publication which attempted *it;* for advertising depends on the good *will* of the party as much as any business one could name.

On the contrary, every effort has been made, by those men who had these publications mainly in charge, to prevent such a thing, and in the single instance where it happened one of the men in control of another program promptly left to mollify the firm and disavow it had come from the college, with such success that the trade of that firm is still the chief feature of nearly all programs. Those who have handled the programs have gone on the principle that a clean, straight, business canvass, with an attempt to inspire interest in the canvass and in the college, was the only way to secure business. And it doesn't need anything else to get business. There is no place in the world where such a body of unfixed money spenders is located as in a college; a mass of men, of moneyed men, and a new set always coming in, making continual advertising an advantage and a necessity.

The reason why programs have been so filled with advertisements is, that, in addition to these arguments the merchants were appealed to by the idea of having their names presented to a vast audience made up of the best class of society as well as collegians. It is a recognized fact among advertising men that such an appeal totally outweighs the consideration that a program has but a single publication. To impute blackmail or loose methods from the big results is as unfair in the case of college programs as it would be in the case of the Horse Show Souvenir or some book of a similar nature. It is as such mediums in fact, quite as much as in their college character, that these programs are looked upon by advertisers. They have a well established place in the business world and ought to be maintained.

It is equally true that there are well defined evils connected with them. As stated in your editorial, "Yale athletes have gotten a reputation for extreme commercialism, to say nothing of extortion, among a large number of business men whose opinion is worth having." The college associations ought to limit the prices of both advertisements and sale to reasonable amounts. The size of the publication should be cut down to satisfy the demands of taste. A uniform price should be sustained. The associations must do this, for it can be counted on that any men who are given the privilege for a large sum or to make as much out of it for the associations and themselves as possible, will strive, if they are the right sort of men, for all the advertisements they can fairly get.

With these modifications the programs would occupy a field profitable to both advertisers and the association, as well as afford a considerable help to a number of men who are looking for opportunities.

Yours truly,
C. W. HALBERT.

St. Paul, Minn., March 23, 1898.

AN ENGLISH SURPRISE.

Production of The Knight of the Burning Pestle.

Students of the English Department of Yale, principally from the graduate school, gave a very pleasant and very creditable surprise to Prof. A. S. Cook, in the English Seminary room on Monday night. Without the cognizance or help of Prof. Cook or any members of the Faculty, these students, both men and women, had drilled themselves in theatrical work and were prepared to produce "The Knight of the Burning Pestle." They provided costumes and settings which were quite true to Elizabethan standards, and the performance itself was so very creditable that the officers of the English Department will urge the players to produce it before the entire College if proper arrangements can be made. The following is the program:

The Knight of the Burning Pestle

Written by { FRANCIS BEAUMONT / And / JOHN FLETCHER } Gentlemen

Acted by the Honourable ELIHU his Servants

At the English Seminary

This day being Monday, March 28, 1898

The Names of the Actors

Prologue. Mr. Richards
Then a Citizen, } *sitting below* Mr. Alden
The Citizen's Wife, } *amidst the* Mistress Myers
Ralph, *his apprentice,* } *spectators.* Mr. Padelford
Venturewell, *a rich merchant, father of Luce,* Mr. Smith
Jasper, *his apprentice,* Mr. Bartlett
Master Humphrey, *friend to Venturewell,* Mr. Root
Old Master Merrythought, *father of Jasper and Michael,* Mr. Osgood
Michael, *second son of Mistrss Merrythought,* Mr. Smith
Tim, *acting as squire to Ralph,* Mr. Whitman
Host, Mr. Richards
Boy, *that Danceth and Singeth,* Mr. Richards
Luce, *the Merchant's Daughter, beloved of, and loving Jasper,* Mistress Woodbridge
Mistress Merrythought, *Jasper's Mother,* Mistress Wright
Pompiona, *princesse of Moldavia,* Mistress Lovewell

SCENE.—London, and the neighboring Country, excepting Act IV, where it is once Moldavia.

Mr. Osgood's songs were especially good and the duet by Mr. Osgood and Miss Woodbridge was enthusiastically encored.

The audience had to be rather limited as the room is quite small, and therefore there is more wish that the play may be repeated where the rest of the University may be able to enjoy it and to see what kind of a spirit pervades these English students, and how thoroughly in earnest and how enthusiastic they are in their work. It is not now recalled that this play of Beaumont and Fletcher has before been given in America.

The Eighty-Five Reunion.

Members of the Class of Eighty-Five had an informal reunion at the Yale Club in New York City, Friday evening March 18. Eighteen members dined together and the evening was spent in song and reminiscence. It was the generally expressed sentiment that such a reunion should be held annually and that members all over the country be invited to attend. Those present were E. A. George, R. S. McCreery, Emile Schultze, H. deF. Baldwin, Wyllys Terry, L. F. Robinson, P. P. Hubbard, A. A. Crane, W. E. Eaton, C. N. Flint, J. A. Blake, A. H. Ely, A. L. Tomes, C. D. Napier, P. Jackson, and J. R. Joy. The successful affair was under the direction af the Class Supper Committee, J. A. Blake, W. L. Cross, and Emile Schultze, Jr.

The following elections to the Law School Societies were announced last week: Corbey Court—T. M. Connor, '97, and 1900 L. S.; Koreteru Kurahara, P. G. Book and Gavel—H. F. Hildreth, 1900 L. S.; G. B. Thayer, P. G.

The annual banquet of the Phi Beta Kappa Society will be held on May 2.

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Cash Capital,	$4,000,000.00
Cash Assets,	12,089,089.98
Total Liabilities,	3,655,370.62
Net Surplus,	4,433,719.36
Losses Paid in 79 Years,	81,125,621.50

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